



Job Profile

Telemarketing Advisor

Grade D

Group: Care, Wellbeing and Learning

Service: Learning and Schools

Location: Dryden PDC

Line Manager: Senior Business Development Officer

Car User Status: N/A

Job Purpose

Gateshead Council are looking to recruit a telemarketing advisor to work in The Business Development Team. You will be cold calling local businesses by telephone to promote the business benefits to employing an apprentice. You will be creating appointments for our officers to attend face to face meetings.

The key roles of this post will include:

1. Telemarketing to employers across the North East and partners of Learning and Skills to promote the business benefits of apprenticeships.
2. Recruitment and engagement of employers from our database of contacts, promoting apprenticeships and incentives.
3. To offer high quality government funded training for an employer's current workforce.
4. Create qualified appointments for our officers to meet employers face to face.
5. To promote the services of Gateshead Council Learning and Skills to customers within Gateshead and across the North East.
6. To meet challenging sales targets set by the Senior management team.
7. To help our young people source work experience placements with local employers.
8. To support the Business Development team in all recruitment and promotional activity including administrative tasks.



Knowledge & Qualifications

Essential:

Knowledge

- Administrative Procedures
- Customer service
- Microsoft Office packages

Experience

- Working in a cold calling environment
- Using effective written and oral communication skills
- Meeting challenging targets
- Customer care
- The ability to be flexible and work as part of a team

Qualifications

- 3 GCSE's at minimum grade C (Grade 4) or equivalent including Maths and English

Desirable:

Knowledge

- Learning and Skills sector

Experience

- Local Government administration methods
- Database management
- Applying administrative procedures in a wide range of settings

Qualifications

- NVQ 3 in Customer Service
- Level 2 in IAG



Competencies

Customer Focus

Puts the customer first and provides excellent service to both internal and external customers

Communication

Uses appropriate methods to express information in a clear and concise way to make sure people understand

Team Working

Works with others to achieve results and develop good working relationships

Making things happen

Takes responsibility for personal organisation and achieving results

Flexibility

Adapts to change and works effectively in a variety of situations

Learning and Development

Actively improves by developing and applying new skills and knowledge and learns from past experiences